

The TRUTH Identity Style Guide

General guidelines for using The TRUTH Logotype

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Logo Configurations.....3

Color Specifications.....4

Clear Space and Size Requirements.....5

Text and Typography.....6

Incorrect Usage.....7

Additional Logos & Variations.....8

Table of Content

This document was created to guide employees, clients and partners as well as the media in properly using The TRUTH logo and identity system.

Only the Utah Department of Health, with advice from its media contractor, can determine how and when the logo can be used. Any use or modifications made without the explicit permission of the Utah Department of Health, with advice from its media contractor, are prohibited. Once permission is granted, only designated creative services personnel can modify these while creating presentations, packaging, advertisements and other marketing and collateral.

Electronic versions of the truth identity logos can be found at: **www.tobaccofreeutah.org**

The TRUTH

Logo Configurations

The TRUTH logo is the official identifying mark for the campaign. It is the single most visible and recognizable element of its overall brand image. Correct and consistent usage will preserve this identity from a branding and legal standpoint.

The TRUTH

100% black

The TRUTH

100% white

The TRUTH

100% white
on
60% black

The TRUTH

100% black
on
40% black

Color Specifications

The TRUTH logo has been designed as a one color logotype. It is to appear as either 100% black or 100% white.

If it is to be used on a grey or midtone background, use the logotype that contrasts most with its background.



Clear Space and Size Requirements

It is essential to maintain the proper margin (clear space) allowances around The TRUTH logo in order to enhance its visual effectiveness. The “x” height of the lower case letter in the logotype was chosen as the standard unit of measure for calculating clear space and other size and positioning requirements. This logo should be separated on all sides from all other copy, photos, or illustrations by a clear margin area of at least one “x” height measurement as shown at left. This guideline is a minimum - often greater space will be desirable. The logo should be large enough to be easily legible at the intended reading distance.

Impact

Impact: abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%&

Text and Typography

To create a consistent and professional look and feel for all visual communications, the following typeface is recommended:

Impact - The logotype in The TRUTH logo is set in this face. It is also used for the quit line, taglines and various headlines.



Never use the logo in any color other than the specified TRUTH colors.



Never apply any computer generated effects to the logo.



Never substitute the logos typeface.

Incorrect Usage

Maintaining the integrity of The TRUTH identity through consistent and proper use is essential in building brand awareness. The illustrations to the left are logo treatments to be avoided.

Standard TRUTH logo

The TRUTH

The TRUTH logo with quit line

The TRUTH

to quit, call: 1.888.567.TRUTH

Quit line only

to quit, call: 1.888.567.TRUTH

for info, call: 1.888.567.TRUTH

Logos are available in black and reverse versions also. Electronic versions can be found at: www.tobaccofreeutah.org

Additional Logos & Variations

The TRUTH logo and its supporting branding logos are available in a few different versions to suite a variety of specific groups.

The TRUTH logo: Primarily used with prevention marketing collateral, promotional materials and other corporate communications in print and on the web.

The TRUTH logo with quit line: Used with cessation marketing collateral, promotional materials and other corporate communications in print and on the web. The TRUTH logo and quit line do not have to be placed together as pictured. They can be positioned as separate elements in the piece.

Quit line only: The phone number can be a stand-alone TRUTH” logo if space considerations dictate or it makes sense in the design of the piece. This will work if the copy or image is an obvious anti-tobacco message. The TRUTH logo style and usage guidelines still apply.

In a cessation ad, the “to quit, call:” preface is preferred. in a prevention ad, the “for info, call:” preface is preferred.

Branding Through Radio and TV

Radio: As a general rule, the words “The TRUTH” must always be incorporated somewhere prominently within the copy of the ad. An exception can be made, if necessary, for short promos and tags (15 seconds or less), if the quit line number is mentioned.

TV: “The TRUTH” logo or one of its forms must be displayed somewhere prominently in the ad. It is preferable that the words “The TRUTH” are incorporated in the copy of the ad as well.